



Euromonitor
International

Traditional Toys and Games in India

June 2025

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Traditional toys and games stores continues to dominate due to established customer loyalty

Amazon and Flipkart gain share through convenience and wide product range

Zepto and Blinkit are leaders in quick commerce, but Swiggy Instamart rises rapidly

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Toys and Games in India - Industry Overview

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SuperGaming and Funschool launch innovative products to meet local preferences

CHANNELS

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